

POWER² MOTIVATE

ARISTOCRAT

CASE STUDY

When a company operates in 90 countries worldwide with over 3,000 employees on the books, it can become difficult to ensure that the organisation's values trickle down to all workers, but it is not impossible.

As a global leader in the gaming solutions industry, Aristocrat Leisure Limited's purpose is to create the world's greatest gaming experience every day. Being a self-proclaimed ideas company at heart, Aristocrat understands the value of creating a culture that encourages employees to be innovative and creative, no matter which country or department they work in.

Their multinational presence and rapid growth was making it difficult to retain the four core values that Aristocrat's workforce has always prided itself on: Unite, develop, deliver and play. Ultimately, they wanted to see employees espousing these company values, and they wanted to use peer-to-peer recognition to promote an engaged and happy workforce that really feels valued.



HOW DID **POWER2MOTIVATE** HELP?

Working closely with Aristocrat throughout the process, we developed, implemented and executed the **'Winning Ways'** initiative with the goal of reinforcing their values and ensuring that reward and recognition was a fundamental part of every employee's day-to-day life within the company. Having over **2,800 members** spread across multiple countries to engage, there were many challenges that could have arisen.

However, by incorporating **Power2Motivate's** cloud-based reward and recognition platform with a robust internal communication plan, Aristocrat was able to quickly and efficiently see drastic improvements. This involved a combination of tactics, revolving around a custom-built SaaS

platform where employees could learn more about the company values and how to reward and recognise their peers who have demonstrated these qualities at work.

Value-driven rewards work on a tiered platform system, giving a bronze, silver, and gold award for each value. The manager has the final decision on approval of the award, and what value the award should be awarded at.

The **'Winning Ways'** platform is spread across several different countries with main hubs in the USA, Australia, New Zealand, and United Kingdom. Due to the diversity of members Aristocrat turned on the language feature on the platform, giving members the opportunity to select the language they prefer.

Members are able to accumulate their rewards points and redeem them at any stage of employment. Points accumulated through the **'Winning Ways'** programme do not expire giving members the opportunity to save for the rewards they truly want. **Power2Motivate** has a 24 hour/5 day rewards

center should members have any questions on their redemption. With an extremely large selection of rewards, one being a concierge service, members have the ability to purchase anything outside the gallery through the service giving endless possibilities of choices.

STRATEGIC TACTICS THAT DROVE CHANGE AND DELIVERED RESULTS INCLUDED:

- Regular communication and education through emails, webinars, and periodic "lunch and learns" to increase awareness and allow employees to learn how to use the software with the support they needed.
- Implementing a customised and simple-to-use cloud-based system, which provided easy access and automated updates to the **'Winning Ways'** portal.
- Gamification tools to facilitate friendly office competition and more opportunities to engage with the campaign message.
- A massive range of locally sourced rewards to choose from, which helped incentivise participation.
- A multi-lingual platform, which enabled all employees to interact with the programme in their preferred language.



WHAT OUTCOMES WERE ACHIEVED?

The **'Winning Ways'** programme enables employees to accumulate points for their length of service, but also for value-driven achievements that relate explicitly to the four core values that Aristocrat is seeking to institutionalise. As the points never expire, employees could strive towards their own goals in the form of high-value rewards of their choosing. So what impact did this have on employee engagement and the internal focus on recognition?

Compared to previous years, the rewards programme grew in terms of the number of rewards points issued (193%), the number of awards approved (346%) and the number of points redeemed (174%).

Moreover, due to the refocus on rewards and recognition by managers and peers alike, login rates increased by 805 per cent, signifying a giant leap in engagement.

While these outputs provide compelling evidence that the programme was being used, it is the attitudinal changes that will deliver Aristocrat the greatest benefits in the long-term. For instance, there was a 10 per cent increase in employees who either agreed or strongly agreed that their leaders regularly recognise and praise employees for doing a good job. Furthermore, a remarkable 76 per cent of employees agreed with the statement, "We are actively practising the **'Winning Ways'** behaviours", up from only 9 per cent the previous year.

This case study is a great example of how rewards and recognition programmes can be used to achieve cultural realignment in multinational organisations, but it also showcases the stellar results that can be achieved by working with an expert in this field.

